‘Food Futures – Building a Good Food Movement for the 21st Century’

Building a local good food movement - platforms for effective engagement
## Sustainable Food Cities Conference 2017

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<td>Intro &amp; Post-It Questions</td>
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<td>Public Sector &amp; Policy Engagement in Brighton</td>
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<td>Q &amp; A</td>
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Brighton & Hove Food Partnership: Effective Engagement – What has worked for us
Brighton & Hove Food Strategy (2012)

• First in UK to take city-wide strategic approach to food (from 2003)
• Action plan for a healthier more sustainable food system
• Developed collaboratively with key partners:
  city council; public health; NHS Trusts; universities; local businesses; community & voluntary sector
We are a hub: information, inspiration & connection

A non-profit organisation that helps people learn to cook, to eat a healthy diet, to grow their own food and to waste less food.

• Work with individuals
• Work with groups
• Work at a strategy and policy level

These are interconnected!!!!
Strategy and policy – Embedding

- Ensure that food at the centre of policy making, not an ‘add on’
- embedded in other city policy and practice - Not ‘sit on a shelf’
- Engaging at ‘high level’ – round table, formal processes, inclusion in JSNA, Community strategy etc
Engaging at different levels...

- 5,000 people signed up to our newsletter
  - NB used to call them ‘members’ but what did this mean?
- People who are ‘interested’ (NB many not local)
  - Facebook 2000
  - Twitter 7000
  - Website 5000 a month
- Consultation events – e.g. with community & voluntary sector, advice service network; Focus groups e.g. lunch clubs & food bank service users
- Our Service Users
- Networks we support e.g. food banks & community growing networks
- ‘high level’ engagement e.g. round table event
- And building individual relationships...... we are a partnership. We are only as strong as our partners!
An attempt to understand / manage partnership strategically
Deciding where not to engage directly & what to do instead – comms strategy
Key individuals - Partners and Champions (we don’t call them that)

• Food strategy action plan partners
  • Strategy consultation = an engagement exercise – give people an action!
• service delivery partners
• Referrers to our services
  • (Referral Bulletin 700 readers)
• Other people we do stuff with (e.g. Sugar Smart, Healthy Start)
• Champions at different levels e.g. (former) Director of public health
• Our Board (representatives of key partner organisations)
• Councillors (cross-party support)
• Being a partner too – sit on other boards; partnerships respond to consultations – e.g. Vic is vice chair of our Local Strategic Partnership

NB Current challenges – people leaving – changes in power structures
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Joining the Dots & Reaching Out in Bristol

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